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The City of Perris Has Launched a New YouTube Channel



Dimitris Kokkos, a member of the City's Information Technology department, talks about the ongoing YouTube campaign to inform Perris residents about events and activities.

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The City of Perris is expanding its social media campaign by launching a new YouTube channel to keep residents informed about the latest community events, activities and programs.

To gain access to the City's YouTube channel, go to <https://www.youtube.com/c/CityofPerrisOfficial> and click the "subscribe" button on the right side of the screen.

"The launch of the YouTube channel continues the City's public outreach campaign which also includes videos, Facebook, Instagram and Twitter along news releases and photos posted to our City's website," said Chief Information Officer Arturo Cervantes.

"Many people today rely on social media to keep informed about life in their community. YouTube and our other social media are great ways to keep our residents informed about the many great happenings in Perris," Cervantes said. "We are very proud of our community and are committed to informing Perris residents and visitors about the kinds of activities that make our City so special."

To encourage residents to get on board with YouTube, the City will be giving away two \$25 gift cards to La Gare Coffee Roasters on D Street.

The lucky winners will be drawn Aug. 9 at 10 a.m. and 1:30 p.m. at Perris City Hall.

City Intern Karina Espinoza will star on YouTube Videos and will be live-streaming upcoming events.

Espinoza, who is studying communications at Cal State Long Beach, has appeared in numerous videos in the City's successful "Sizzling in Perris" campaign highlighting fun things to do during the summer. She also has appeared in other videos produced by the Public Information team.

"I am very proud to be part of the social-media outreach effort to inform and celebrate the many great things happening in my community—the City of Perris," she said.



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